

THE NATIONAL SECRETARY

JANUARY
1939

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The School Secretary As A Public Relations Worker

Frank Cody

Superintendent of Schools, Detroit, Michigan

The school secretary is a large factor in the public relations of any school system. She comes in direct contact with the public perhaps more than any single person on the entire school staff. She may—and usually does—contribute to the better understanding and appreciation of the school system and its program on the part of parents and other citizens. She may, however, unless she is careful, make for bad feeling on the part of the school patrons.

The key to good public relations is the complete adoption of the ideal of service. The school secretary should make the visitor to the school office

feel that the school system exists for the welfare of children and of the community as a whole. She can do this in many ways. The good secretary meets the public well. She is attentive to visitors who come in. She listens to their requests courteously and does all she can to satisfy the requests promptly and fully. She greets people with a smile. Furthermore, the smile is genuine and represents a real interest in people and a real desire to help them.

The good secretary is informed not only about her particular niche in the school system but about the school (Continued on Page 3)

AN INTER-PROFESSIONAL MESSAGE



Reuben T. Shaw
President, Nat'l Education Association

The modern school secretary occupies a unique position. She probably contributes more to the smooth operation and coordination of the vast amount of detailed activity that transpires in the everyday operation of a school than anyone else. The good school secretary of today makes her superior doubly effective. She relieves him of duties he had to perform in the days before the concept of a capable, well-trained secretary had developed. It is a far cry from the poorly trained clerk of those days to the efficient well-prepared school secretary of today. She is the first contact with pupils, teachers, custodians, and the public. She, more than anyone else save the principal, sees the school as a whole.

The National Association of School Secretaries is a movement of which the entire teaching profession should be proud. It will make school secretaries even more valuable and will enhance their position in the eyes of the profession and the public. You officers are working hard and giving generously of their time and energy. As a result your organization is becoming

ever better established. Every school secretary should become a member not only for personal growth but for the benefit of the group.

It would be interesting and perhaps surprising if we could know how large a part school secretaries throughout the United States have in the annual enrollment of teachers in the National Education Association. Undoubtedly your contribution is very significant. For this the Association is grateful to you.

As President of the National Education Association I hope that each of you will be able to attend our convention in San Francisco next summer. I know you are planning to have your own meeting there. Some of your recent meetings have stood out even among the great number of activities going on at these conventions. May your Golden Gate meeting set a new high and may you all be there!

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THE PRESIDENT'S MESSAGE

With the advent of a New Year comes hope and expectancy. There is stirred within us the desire to play a part in making this year an epoch in happiness, contentment and success. We cannot overlook the fact that today the world is in a state of chaos, religious intolerance and national unrest. Never was the challenge so great for all persons engaged in school work, for the school coordinates all peoples irrespective of creed or nationality. The school permeates a hope, a courage, and a faith in the youth of the nation. The school plants the seeds that develop the thoughts and shape the destiny of future generations. What a rare privilege is ours as we face the new year. As school secretaries we are in a position that is rich in opportunity. Let's make a new year's resolution to broaden our field of service. Let us see to it that each day we make some child or adult happy because we have given of ourselves—a smile, a sympathetic understanding or a kind word. We know that for the present at least our compensation must

be in human values rather than material wealth. Therefore, let us increase our riches by extending our service. Be as cordial to each person who enters the office as you would be to the most welcome guest in your home. Once in a great while someone tells me about a poor reception he has received in a school office. For every comment of this sort there are many more remarks about the friendly helpful assistance that is rendered.

All the worthwhile things in life are intangible—love, happiness, joy, kindness. Just so the greatest benefits to be derived by members of the National Association are intangible—friendship, recognition, inspiration, encouragement and enthusiasm. It is only by faith that these can be transformed into *tenure*, retirement and adequate salaries. Therefore, make one more resolution to become an active part of all our professional organizations, local, state and national.

Louise H. Henderson.

(Continued from Page 1)

system as a whole. Patrons who come into a school office take for granted that the people there can answer any type of questions about the school system as a whole. Obviously, this is impossible, but the secretary who promotes good public relations does her best to answer the questions or at least to refer the inquirer to a place where his request can be met.

The good secretary makes good contacts over the telephone. Many people who never enter the school judge it on the basis of the way in which telephone calls are answered. The good secretary is interested in people who call in about their children or about some phase of the system. She tries to meet the request as graciously as if the person were present.

Public relations should not be thought of exclusively as relationships to parents and citizens in the community. The pupils and teachers are a part of the public as well. Pupils particularly tend to judge the school in terms of the treatment they receive from the staff members. The good secretary respects the personality of children and attempts to meet them sincerely and courteously, just as she would meet adults. The children in the school now are the school patrons of the next generation. It is important that they have a good attitude toward the school.

As I have watched schools and school secretaries over a period of years, I have been impressed with the clear evidence that school secretaries are generally good public relations agents for the

(Continued on Page 16)

SECRETARIES FROM COAST TO COAST

I wish each and every one of you could have gone with me this fall to the various meetings of secretaries from coast to coast. You did go with me in spirit and it was your loyalty and encouragement that helped me represent you on these numerous occasions.

In order that you may share my experiences I am going to briefly outline my activities since the fifteenth of October when I journeyed to Burlington in that beautiful state of Vermont. Arriving at six thirty in the morning I was greeted by Miss Wheeler whom many of you will recall from our conventions. There a very representative group of secretaries from the state assembled to form a state association. You would have been impressed by the fellowship extended in that quaint little inn at the foot hills of the Green Mountains.

Two weeks later I found myself lunching at the foot of the Smokey Mountains in an old southern inn in Knoxville, Tennessee. Mrs. Evelyn Killian, the State President, had a splendid program arranged, one that I believe will have a far reaching effect.

The next week I flew to Columbus to take part in the Ohio convention. This time a local association was formed in Columbus under the leadership of Mrs. Truax and with the aid of Mrs. Teegarden and the other secretaries from the various sections of the state, many of whom have enjoyed well managed local associations for a long time.

Then the following Thursday I had dinner with my local group, leaving immediately for the New Jersey Convention. Here I met about 250 secretaries and shared with them two days of a well planned program. Particular commendation should go to Mrs. Virginia Halsey their charming president who won tenure for the New Jersey secretaries during the last session of the legislature. If space permitted I would

like to go into detail and describe that beautiful luncheon and the events of the preceding day.

That evening I left for the West. Perhaps you do not all know I was invited by Mr. Clifton, County Superintendent of Schools in Los Angeles and Dr. Sexson, Superintendent of Schools in Pasadena, to participate in the Southern California Institute. In a limited amount of time I made as many contacts on my way out and back as possible.

My first stop was in Denver. Only the grandeur and glory of the rockies could have rivaled the enthusiasm and spirit of the large group of secretaries assembled at that banquet. Mrs. Schroeder and Miss Stubbs with the aid of the group had planned a most worthwhile day for me.

Next came a delightful breakfast, engineered by Miss Critchlow, with the secretaries in Salt Lake, none of whom I had ever met before. Then after a two and a half hour visit having arrived at 7:30 A. M. and left at 10:00 A. M., I took the train for Los Angeles.

I wish I could picture for you the magnificence of the rockies, the vastness of Salt Lake, the magnetism of the desert, and the congeniality of the folks I met on the train. You would have been interested in the movie colony which had been on location at Zion and which boarded our train at Cedar City. They had grown long beards and were quite picturesque in their mountain attire. Then you would have enjoyed seeing Myrna Loy as she sat in her limousine at the station in Glendale the night I left for San Francisco. Even the little old lady from Nebraska who was a direct descendent of the Gettys family, the founders of Gettysburg, who, when she learned I was from Pennsylvania, hailed me as a missing link, added color to the trip.

Time forces us on, so we find ourselves in Los Angeles on the morning of November 18th. There Betty Wells, Dorothy Silance and Belle Kuehny met

the train. My speaking schedule there included four meetings. The first was the Los Angeles county section the evening of my arrival. Mr. Clifton, the County Superintendent who has been such a good friend of our Association, one who has encouraged and helped us by his belief in the value of our work to the school systems of the nation, was unable to preside because of illness. His spirit had penetrated his group so that there was assembled between two and three hundred persons. Plans were formed toward establishing a county association. The next morning the Los Angeles City group honored me with a "brunch". A bit of old Mexico was injected into this affair with the colorful decorations carrying out the native picture. My next meeting was in Glendale in the attractive library of the new junior college. This meeting was followed by a lovely reception which afforded us the opportunity to become acquainted.

During my entire trip I was impressed by the number of beautiful offices where interesting arrangements and colorful decorations reflected an air of culture and good taste.

Now let me take you to the dinner meeting in Pasadena. This was one of the loveliest affairs I have ever had the privilege to attend. Superintendents, board members, principals, teachers and secretaries met together to cement a closer bond of fellowship. Much credit goes to their president, Miss Eason, and to the committee which assisted to make this such an outstanding affair.

Mrs. Silance and Mrs. Kuehny entertained me during my week in Los Angeles. Mrs. Bloomquist, Mrs. Chapple, Miss Aitken, Miss Uehling, Mrs. Dixon, and Miss Eason were just a few of those who contributed to my pleasure.

Mrs. Kuehny and I spent Thanksgiving in San Diego, driving down the preceding afternoon through Long Beach, picturesque Laguna and La

Jolla. The evening we arrived some of the San Diego secretaries drove us across the border into Mexico. The shops and the customs of the people were fascinating. Thanksgiving night I left for San Francisco.

I contacted groups in San Francisco, Berkeley, Oakland and Alameda and tried to lay the foundation for a successful meeting there next summer. I found the San Francisco secretaries willing and anxious to play hosts to the convention and I left feeling assured of a warm reception for all of us next July. When I say warm, I mean warm in spirit for the climate in July is actually cold enough for a fur coat. Then after two days there with every minute crowded with events, I left for Portland. As I got off the train I got a glimpse of Miss Boon, Miss Dean, Miss Whisman, Mrs. Rice and Mrs. Washer. The banquet held there was a memorable occasion. A representative group, including Mayor Carson who addressed our meeting when we were in Portland three years ago, attended and participated in the program.

Leaving Portland at 9:30 that evening I turned eastward to Chicago, then to Minneapolis for a lovely day with the secretaries there. Quite a delegation met me among whom were Miss Hankey, our State Chairman, and Mrs. Alms, the local President. A tour of schools was planned. The school for mentally and physically handicapped children was intensely interesting. The informal luncheon accompanied by a fashion show and our radio broadcast over the Ladies First Hour were some of the high spots of the day. The Christmas party dinner at which about 250 persons met was full of fun amidst a most worthwhile program. Following the dinner meeting I left for Milwaukee where I arrived the following morning. After an informal breakfast with a small group I met the secretaries from Milwaukee and the vicinity at a delightful "brunch". Betty Zimmerman

(Continued on Page 13)

Cleveland Bound

Time draws nigh for the sailing date for the Great Lakes Party of the National Association of School Secretaries to be held in Cleveland—February 25 and 26.

Our ship is ready to take you on board for a unique cruise on the sea of education where school administrators are holding their annual convention.

From a radius of approximately 800 miles secretaries can join with us for these two days without missing more than Saturday morning from work. If you cannot come yourself be sure your superintendent or principal is a guest of your local or state association to our luncheon at the Statler Hotel on Sunday, February 26—price \$1.50. As you know our National Association is entertaining the school administrators at a reception Saturday evening, February 25, at the Statler Hotel. Your administrators are cordially invited to be present. We shall appreciate it if you will extend them an invitation. This reception will be unique in decoration and entertainment.

We suggest you form a group and get special railroad rates. This is being done in several communities. The secretaries in the vicinity of Philadelphia have an all expense trip for \$21 cover-

ing meals, hotel, tips and transportation. If you live in this vicinity and wish to join this group write to Mrs. Corinne Sprout, Blankenburg School, Philadelphia.

From the minute you step across our gaily canopied gangplank your activities will begin.

Schedule of Events

First Day Out—Saturday

Morning—Business Meeting.

Noon—Luncheon and style show at Higbee's Department Store.

Afternoon—Sight seeing around Cleveland.

Evening—Supper at Wade Park Manor given by the secretaries in Greater Cleveland to the visiting secretaries.

Night—Reception given by the National Association to school administrators. This will be a Great Lakes Party—unique in decoration and entertainment.

Second Day Out—Sunday

Morning—Informal breakfast.

Noon—Luncheon Meeting—the big event of the convention. An opportunity to meet the leading educators in the country, to hear inspiring messages by prominent citizens, and to enjoy the contact with your fellow workers.

We shall look forward to having YOU with us.

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"The City of Cleveland, Ohio, in the 70's, as recorded by a rare print of the day."



Modern Cleveland from the Air

SOUTHERN MEETING

The Southern Division of the National Association of School Secretaries held its third annual meeting as an adjunct to the Texas State Teachers Association on November 25 and 26, 1938, in Dallas, Texas. Mrs. Mina Burnett, President of the Texas School Secretaries Association was presiding chairman of the meeting.

The Dallas School Secretaries had charge of local arrangements for the Convention and greetings were brought to the visiting delegates at the luncheon meeting at the Adolphus Hotel on November 25, from the City of Dallas by Judge King S. Williamson; from the Dallas Board of Education by Mrs. W. P. Zumwalt; from the Dallas Business and Professional Women's Club by Mrs. T. J. Rutherford; and from the Dallas School Secretaries by Miss Doris Raef. Mrs. Glenna Killian, Secretary to the Vocational Division of the Oklahoma City Schools, responded to the messages of welcome. The group was favored with several vocal selections by Mr. S. Ozell Murdock, Deputy State Superintendent, Nacogdoches, Texas. A very inspiring address was delivered by Mr. Oscar Miller, Principal of Horace Mann Junior School, San Antonio.

Hon. P. E. Dickison of San Antonio, Member of the Texas Legislature, addressed the group on the subject of a "Bill Proposing Training Courses for School Secretaries in the Texas State Schools and Colleges." He has kindly consented to introduce such a bill for us in the coming session of the legislature.

Delegates from Robstown, Ft. Worth, Longview, San Antonio, Tyler and Dallas, contributed to the Breakfast meeting on November 26, by giving papers on subjects relative to the "Training of a School Secretary." A Style Show of fashions of particular interest to this group was presented by

Miss Nita Page, Personality Director of A. Harris & Company of Dallas.

Mrs. Mina Burnett, President of the Texas School Secretaries Association, delivered an address on "The School Secretary's Place in the Educational Set-up" at the General Session of the Texas State Teachers Association in Dallas, Friday evening, November 25. Mrs. Burnett endeavored to impress those present at the meeting with the sincerity and loyalty of the secretarial group and its conscientious attitude toward the problems of education. We feel that this is a step forward toward recognition of our Association as it is the first time a school secretary has had a place on the teachers' and administrators' program in Texas.

The Texas school secretaries have been included in the Retirement Plan and desire to be a part of the Tenure movement, with a salary schedule commensurate with the duties and responsibilities of the position. The association wants a course for school secretaries in our State Schools and Colleges and in time practice work for the school secretary just as there is practice teaching for the prospective school teacher. The officers of the Texas School Secretaries Association are working toward State Certification for school secretaries.

To retain and strengthen their unification, the Texas School Secretaries Association will publish a monthly newspaper with Mrs. Linnie Brooks Turner, Secretary to the Superintendent of Robstown Public Schools, as Editor. This newspaper will include articles, fiction, poetry, and educational data of interest to the secretaries group. The plan is to include articles written by secretaries as well as material written for secretaries. This will serve as means for exchanging ideas and professional information.

Peggy Patterson
State Chairman

The National Secretary

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MEMBERSHIP

There is still time to increase our membership for this year. The following table shows the number of National members in your state. Here is YOUR opportunity to render a real service by helping to increase the membership in YOUR state.

Send your copy of the National Sec-

retary to a prospective member. Tell your co-workers about the organization. Let us see to it that we have 3000 members by June.

Remember the allotment for delegates to the San Francisco convention is based on membership.

Start TODAY by securing three new members.

Alabama

Effie Lou Brown
Secretary to Principal
Murphy High School
Mobile, Alabama

Arizona—6

Miss Grace Holt
Secretary to Supt.
Phoenix, Arizona

Arkansas—5

Miss Ethelyn Brooks
Board of Education
Fort Smith, Arkansas

California—78

Mrs. Dorothy Silance
Board of Education
Los Angeles, California

Colorado—27

Miss Florence Stubbs
North High School
Denver, Colorado

Delaware—19

Mrs. Florence Lane
New Castle, Delaware

District of Columbia—36

Miss Jane Luchs
Central High School
Washington, D. C.

Florida—19

Miss Selma Ridder
Board of Education
Tampa, Florida

Georgia—6

Miss Mildred Hutcheson
Atlanta Opportunity Sch.
Atlanta, Georgia

Illinois—7

Miss Charlotte Meyer
Maine Township High
Desplaines, Illinois

Indiana—18

Miss Fern Mitchell
Board of Education
Muncie, Indiana

Kansas—10

Miss Grace Jacobs
Great Bend Public School
Great Bend, Kansas

Louisiana—16

Mrs. Adele Gordon
Board of Education
New Orleans, Louisiana

Maine—8

Miss Carrie B. Stahl
Board of Education
Portland, Maine

Maryland—5

Mrs. Estelle Leatherman
Board of Education
Frederick, Maryland

Massachusetts—6

Miriam Summers
Greenfield High School
Greenfield, Mass.

Michigan—115

Miss Alma Clement
Board of Education
Detroit, Michigan

Minnesota—24

Miss Marion Hankey
Board of Education
Minneapolis, Minnesota

Missouri

Georgia Davis
Secretary to Supt.
Hannibal, Missouri

Nebraska—1

Mary E. Bourke
Omaha Technical High
Omaha, Nebraska

New Hampshire—4

Miss M. Elizabeth Onge
Board of Education
Nashua, New Hampshire

New Jersey—130

Miss Margaret Kernan
Board of Education
Salem, New Jersey

New Mexico—1

Miss Loraine Simmons
Board of Education
Silver City, New Mexico

New York—74

Miss Anne Buckman
Public School 190
Brooklyn, New York

Nor Dakota—13

Miss Laura Warner
Agri. Training School
Park River, North Dakota

Ohio—120

Mrs. Thelma Clarke
Horace Mann Jr. H. Sch.
Lakewood, Ohio

Oklahoma—16

Mrs. Zola Burnett
Guymon High School
Guymon, Oklahoma

Oregon—8

Miss Catherine Boon
Board of Education
Portland, Oregon

Pennsylvania—119

Miss Elsie Sines
Muhr School
Philadelphia, Penn.

South Dakota—1

Miss Luella D. VanDusen
Board of Education
Rapid City, South Dakota

Tennessee—1

Mrs. Ann Boss
Board of Education
Chattanooga, Tennessee

Texas—30

Peggy Patterson
S. A. Voc.-Tech. School
San Antonio, Texas

Utah—25

Miss Ann Critchlow
Board of Education
Salt Lake City, Utah

Vermont—16

Miss Harriette M. Wheeler
Burlington High School
Burlington, Vermont

Virginia—13

Miss Constance King
John Marshall High Sch.
Board of Education
Richmond, Virginia

Wisconsin—33

Miss Betty Zimmerman
Steuben Jr. High School
Board of Education
Milwaukee, Wisconsin

Membership in the states that do not have chairmen. Will someone in these states please volunteer to act as chairman? Please communicate with Louise H. Henderson, Cassidy School, Philadelphia. You will find the work interesting and the contacts both valuable and enjoyable.

Connecticut	1	Montana	1
Idaho	1	Nevada	2
Iowa	13	North Carolina ...	1
Kentucky	1	Washington	1
Mississippi	2	Wyoming	1

Total membership as of January 1, 1939—1016.

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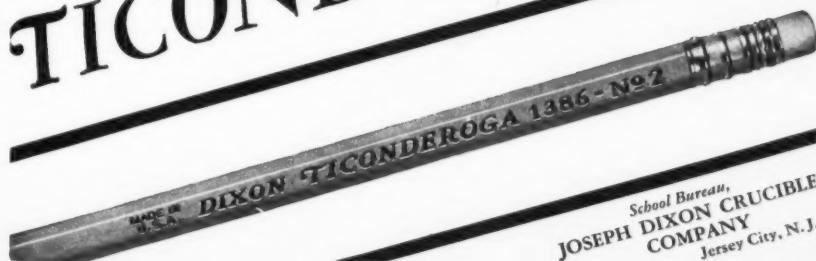
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To the State Chairmen:

THANK YOU for your prompt and enthusiastic responses to the questionnaire pertaining to state organization of school secretaries. The information of your successful accomplishments (retirement, tenure, certification, group insurance and credit union) will enable the National to better serve the individual state organizations. What you have accomplished other states with capable leadership supported by an enthusiastic, ambitious unified membership, may, too, enjoy.

Last summer under the sponsorship of the Massachusetts Department of Education, the Massachusetts secretaries enjoyed a week's summer extension course for school secretaries at the State Teachers' College in Hyannis conducted by William J. O'Keefe, former Supervisor of Statistics at the State House and now Dean of Boston Law School. For further details write to Miss Mildred V. O'Connor, Superintendent's

Office, Revere, Mass. President of the State group or Miss Miriam L. Summers, High School, Greenfield, Mass., State Chairman of the National. Ask your State to institute such a course for you. We desire higher training so as to improve our services and establish definite standards which will result in State Certification for School Secretaries as is now required for Teachers.

Many States have asked for the establishment of a Speaker's Bureau to furnish speakers from the National for state meetings.

Compilation of responses to questionnaires will be available to all State Chairmen and others who may desire a copy.

Your suggestions of individuals in your State whom you recommend to assist with advertising is appreciated. It will be a pleasure to work with them.

Very Cordially yours,

MARGARET V. KERNAN,

Vice-President and Advertising Manager of NATIONAL SECRETARY

76th Year

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CAMBRIDGE, MASS.

(Continued from Page 5)

and Evelyn Bauman had filled every minute of my brief stay with interesting experiences. That afternoon I left for home.

It was really a pleasure to get back to my school for I felt inspired by the contacts with my fellow workers. The secretaries throughout the country are very conscious of the opportunities of their positions and they are making themselves an indispensable professional part of the school systems of the nation.

You will notice I have referred to a few persons by name. There were so many more who contributed to my happiness I wish space would permit me to mention them all, but frankly everyone was so gracious that I would not know where to begin or where to end.

DELEGATES TO THE ANNUAL MEETING

According to the established practice, the Executive Committee has voted to set aside \$300 from the treasury of the National Association to help defray the expenses of delegates to the Annual Meeting to be held in San Francisco July 3 to 7. This money will be prorated on the basis of membership as of May 1, 1939, taking into consideration the distance from each state to the convention city. Only states having a membership of 15 or more are eligible to receive a share of this allowance. While there is no limit to the number of delegates a state may send, an expense allowance from the National treasury can be made to only one person in each state.

The chairman of each state will conduct an election for a delegate between now and May 1. A list of all state chairmen can be found elsewhere in this issue. Make known your choice to her immediately.

In most instances the allowance from the National Treasury will be very small and consequently will have to be supplemented by additional funds.

The superintendents, principals, teachers and board members whom I met were most encouraging about the growth of our Association and most appreciative of what we stood for and were accomplishing. To all who crossed my path I say "thank you," and to all who read this I want to express my appreciation of your encouragement and friendship.

My entire trip was financed by those who invited me and I have missed exactly 15 days from my school duties since the opening of school in September. To my local superintendent and my principal I want to express my gratitude for making it possible for me to represent you on so many occasions.

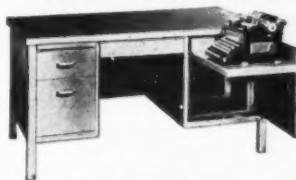
May we grow as a result of these contacts.

Louise H. Henderson

Many states are now raising money for this purpose. What is **your** Association doing to make it possible for your group to be represented in San Francisco?

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NEW JERSEY FEDERATED BOARDS OF EDUCATION MEETING

Trenton, N. J., December 9, 1938

The principal feature of the day-long meeting of the New Jersey State Federated Boards of Education members, held in Trenton, December 9, was the adequate financing of the State School System with the proposed plan of the Tax Law Revision Commission offered as a solution. Senator Edward P. Stout, Hudson County, Chairman of the Commission explained that the plan would revolve around more effective taxation of personal property and levies on corporate capital and surplus and gross receipts of retail business.

Before 700 New Jersey Board members, at the luncheon meeting in the Ball Room of the Stacy Trent Hotel, Mr. Wilbur Zimmerman, Ventnor, President of the State Federated Board Members invited Greetings from the TEACHERS and SECRETARIES from and after introducing their guests, Dr. William L. Fidler, Audubon, President of the New Jersey State Teachers' Association and Miss Margaret V. Kernan, Salem, Vice-President of the National Association of School Secretaries and State Chairman of the National.

Other speakers, all concerned with the plan of taxation to adequately finance the State School System were Former Governor Harold Hoffman, Commissioner of Education, Charles H. Elliott and Assistant Commissioner of Education, Charles D. Anderson.

NEXT ANNUAL CONVENTION SAN FRANCISCO. 3-7

We are planning an all expense tour to San Francisco through the most gorgeous scenery in America. We plan to visit Lake Louise and Banff, Victoria, Vancouver, Seattle, Portland and the Redwoods on our way West. Leaving San Francisco we shall go to Yosemite and Los Angeles where we shall be entertained by the Los Angeles secretaries for two days.

Prepare now to join with us. See to it that your community is represented.

ADVERTISING

Advertisers in the October and January issues of the NATIONAL SECRETARY have made possible the distribution of this, the official organ of the National Association of School Secretaries to two thousand school secretaries in the NATION as well as other school people in KEY positions.

THANK YOU to each and every advertiser and your co-workers. Your hearty cooperation and generous support is appreciated. I hope the school secretaries have enjoyed and benefitted from the NATIONAL SECRETARY. You are asked to give these advertisers an opportunity to submit samples and prices when your Boards of Education need the merchandise they can furnish. They are all recognized reputable companies doing business with our School Boards.

There is one more issue of the NATIONAL SECRETARY for this school year, the April issue. Please send me your advertising order by March 1. Net advertising rates are:

1. Two entire pages, middle pages of publication 9% "x7%"\$50.00
2. An entire page, outside back cover, 4% "x7%"\$30.00
3. An entire page, 4% "x7%" \$25.00
4. A half page, 4% "x3%"\$15.00
5. A quarter page, 2% "x3%" \$10.00
6. A reduction of \$2.50 is given, at this time, if you wish to give us your advertisement for the two issues.

7. CIRCULATION 2000.

To the SCHOOL SECRETARIES and ADVERTISERS, it is my wish that THERE MAY COME TO EACH OF YOU WITH NEW YEAR, 1939, A RICH ABUNDANCE OF THE PRECIOUS THINGS OF LIFE: HEALTH, HAPPINESS AND ENDURING FRIENDSHIP.

MARGARET V. KERNAN
Vice-President and Advertising
Manager, National Secretary
Board of Education
Salem, New Jersey

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January, 1939

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Chairman Helen M. Dean
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The Association is establishing a Travel and Transportation Service in an effort to assist those secretaries desiring to attend the conventions. The following is an outline of the service offered.

A. The chairman will serve as a headquarters for correspondence and contacts. She will arrange contacts for those desiring information or service we are endeavoring to give.

B. Those interested in any of the information are to please contact the chairman not later than May 31.

C. Those driving please send the following information:

1. Name and address.
2. Number of passengers desired.
3. Approximate share expected to be paid per passenger.
4. Please state if interested in stop-over accommodations at fellow-secretaries' homes while enroute.

D. Those having accommodations for stop-overs please send the following information:

1. Name and address, telephone number.
2. Number who can be accommodated.
3. Approximate charge per night.
4. Could meals be provided for.
5. Approximate charge per meal.

E. Those desiring transportation with someone driving please send the following information:

1. Name and address.
2. If possible state time allotted for vacation, if vacation is limited it will make a difference to those driving.
3. On what basis would you be willing to share for transportation.
4. Would you be interested in stop-over accommodations at the homes of fellow-secretaries while enroute.

F. Please give any other information which you think necessary to carry out the idea of this plan and make it more efficient. The chairman will be pleased to receive any suggestions.

G. The chairman will arrange with an oil company to send marked routings to those who are driving.

The Editor's Corner

It is with regret that I announce with this issue my resignation as your Editor due to unforeseen circumstances.

To the Printers—The Alamo Printing Company of San Antonio, Texas—I want to express my thanks for their excellent work. Mr. A. G. Hewing of this company has especially given able assistance in the preparation of the magazine. I am grateful to the San Antonio School Secretaries who have so ably assisted me in retyping the material to fit special spaces; for reading proof; checking the lists; mailing out the copies, and for giving me the benefit of their judgment on the content and style of the publication. Our services were given after working hours—late into the night—but we were encouraged in our efforts by the many letters which reached the Editor's desk each month from members over the United States expressing appreciation of the articles appearing in the magazine. The fine friendships I have established will be the lasting joys of my work as Editor the past year.

MINA BURNETT

(Continued from Page 3)
schools. They do meet the public well and they do contribute to a better understanding and appreciation of the schools on the part of the public generally. I know that the National Association of School Secretaries has considered this phase of the work of the secretary important. I hope that the emphasis in this direction will continue and that school secretaries will continue to be alert to the implications for good will of every action.

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LISTENING IN

"Dots and dashes, and lots of flashes!" as our mid-winter number reaches you, concerning the activities of the various local groups of secretaries all over the U. S. Sometimes we wonder which is the busiest time of the year for school secretaries—is it when school opens, when everything is in full swing, or when it closes in the summer? Well, that's a little hard to decide when one is so busy all the time, but read about your fellow secretaries—their hopes, their aspirations, and their daily activities, and then send all the interesting items you can gather for the spring issue of the National Secretary to your editor.

FLORENCE R. STUBBS, Sec'y
North High School
Denver, Colorado

LOS ANGELES, CALIFORNIA

The Secretarial Association of the Los Angeles City Schools is going right along doing things, increasing its membership, and demonstrating that it is a most progressive and well-organized group.

Business meetings are held once a month, with social affairs, theater parties, and district meetings held at frequent intervals. Following a plan similar to that used last year, a series of teas for the geographical areas have been held during the fall. These were for the purpose of fostering a friendly spirit and encouraging membership in the association.

Elsewhere in this issue is a full account of our National President, Miss Louise Henderson's visit in California.

Come again, Louise, and an orchid to you for your energy, enthusiasm, charm, and your speeches!

PASADENA CALIFORNIA

The following items were gathered from the December issue of "Scriba."

We have received a very cordial letter from Mr. Ralph B. Thomas, thank-

ing members of Scriba for their generous contributions to the Community Chest. Altogether the Pasadena City Schools contributed \$7400.00 which is a goodly sum. Mr. Thomas asks "that at your earliest convenience you convey . . . to the members of your loyal organization the same thanks and appreciation for their loyal and generous support of this most worthwhile civic project." Send your payments from now on to Pasadena Community Chest, 120 North Oakland Avenue, if you signed up for payment in the future.

Gertrude Jenson reports that out of 98 secretaries who are eligible, we now have 86 Scriba members.

The Pacific Coast Association of Collegiate Registrars met on Monday, November 14, at the P. J. C., East Campus, for the opening session of the thirteenth annual convention. Dr. Sexson addressed the group on the Six-Four-Four Plan. This was followed by a discussion. About eighty registrars were present at this meeting. P. J. C. was host to these registrars at a luncheon given in the social hall.

Scriba extends its congratulations to Mr. John A. Anderson, Dean of Records at East Campus on his election to the presidency of the Pacific Coast Association of Collegiate Registrars. This is the first time a junior college registrar has held this position.

COLORADO SPRINGS, COLORADO

Our congratulations go to this small, but enthusiastic group which has recently been organized in the beautiful little city nestled at the foot of Pike's Peak. Miss Clara Edgerly is the president and seven of the members have already joined the National Association. We feel that this is an unusual showing and we wish to extend a warm welcome to them in our fellowship, and hope we may soon have some direct news from them concerning their plans and organization.

DENVER, COLORADO

The Clerks and Secretaries Associa-

tion of the Denver Public Schools held its annual fall dinner at the Olin Hotel on Tuesday evening, November 15. It proved to be a most enjoyable evening since, in addition to a delicious dinner and a most interesting program, we were hosts to the president of The National Association of School Secretaries, Miss Louise Henderson. Miss Henderson stopped over in Denver one day on her way to California where she filled several speaking engagements, and we felt we were fortunate that we could combine our meeting with her visit and renew the acquaintance so delightfully begun in the summer of 1935 when the N. E. A. met in Denver and our group entertained the delegates of the National Association.

The first of December our group, in common with all the teachers and school employees were much heartened by the final restoration of the salary cuts which have been in effect for the last six years. The remaining five per cent of the twenty per cent which was the low point, was restored beginning with the budget year, December 1, 1938. It was certainly a welcome Christmas present to everybody, and our thanks go to our superintendent and Board of Education.

FLORIDA

The Duval County Association of School Secretaries, which was organized in December 1937, held their first meeting for the year on Friday, October 28, in conjunction with the St. Johns District meeting of the Florida Education Association in Jacksonville. This was a luncheon meeting at the Roosevelt Hotel. The guest speaker was Mr. J. W. Gilbert, Principal of the Robert E. Lee High School in Jacksonville and his subject was "The Clerk's Place and her Importance in the School System." Following the luncheon a brief business session was held and officers elected for 1938-39.

Monthly luncheon meetings are to be held during the year and they seem to

be very popular with the entire group. Every member of the Duval County Association is a member of the Florida Association of School Secretaries, and they are hoping to have every member also join the National Association during the year.

The Hillsborough County Association of School Secretaries was organized in December 1936, and now has a membership of thirty-six secretaries. Monthly meetings are held, when speakers address the group on various topics of special interest to the members.

The Department of School Secretaries of the West Coast Teachers Association held their annual meeting in Tampa on Friday, October 21. It was a luncheon at the Tampa Terrace Hotel and forty-two members attended. In addition to the guest speakers a skit entitled "Secretaries—Good and Bad" was presented which caused much amusement. Miss Selma Ridder is president of the Florida Association.

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INDIANA SCHOOL SECRETARIES

The Indiana School Secretaries' meeting in Indianapolis on October 27 was one of our very best for it was vibrant with interest and enthusiasm.

Our Membership Committee had combed the map for unexplored fields and the many new faces around our luncheon table gave a warmth to the occasion, with about sixty members present.

The guest speaker was Mrs. Thelma Clarke, of Lakewood, Ohio. Mrs. Clarke brought us definite news of the progress of our organization at large.

She spoke of the first meeting of Secretaries, held in Philadelphia, four years ago, when thirty members were present. She reported our present membership at sixteen hundred but said the sixteen thousand known secretaries in the country would be our goal.

She told of the many workers in the field who were giving so much of their time and strength, voluntarily, to further our growth. Especially did she mention the untiring labors of our National President, Louise Henderson.

Mrs. Clarke stressed the aims and ideals of our national work and brought to us a realization of the possible attainments to be accomplished through group organization.

We really believed we had gained much in a forward look at this meeting.

LOUISIANA

The Second Annual Meeting of the Louisiana Association of School Secretaries was held on Friday, November 18, in Baton Rouge, at the same time that the Louisiana Teachers' Association held its annual convention.

There were 42 secretaries present and six guests at the luncheon that preceded the business meeting.

Election of officers followed, and the affairs of the State Association for the next year will be guided by Mrs. Fairy C. McBride, Louisiana Polytechnic Institute, Ruston, President; Mrs. Adele Kansas Gordon, Orleans School Board

Office, New Orleans, Treasurer and State Membership Chairman.

The Association is working toward the goal of securing tenure of office for secretaries. This state already has granted the privilege of retirement.

A State Constitution was read and adopted with amendments.

A report of the National Convention in New York City, which she attended, was given by Miss Thelma Bowie of New Orleans.

MAINE

The Maine School Secretaries Association is publishing a most interesting bulletin containing accounts of their meetings, interesting items and hobbies of their members and some occasional bits of philosophy from here and there. Here is one: "The Carnegie Foundation figures that special education counts only 15% against 85% for personal characteristics, which means, of course, that our fate is in our own hands. After all, personality is nothing more nor less

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than good manners—and that means obeying the Golden Rule.”

The annual meeting was held in Bangor on October 27, at the Bangor High School. It was a luncheon meeting followed by an address by Principal E. V. Perkins of Augusta, a business session and free-for-all discussion of mutual problems.

We hope we may continue to receive news from Maine as we are much interested in the progress of this new organization.

MINNEAPOLIS, MINNESOTA

The BOEOEA of Minneapolis started the season with a dinner at the Miller Vocational High School on October 11, with an entertaining program and election of officers for 1938-39. The new president is Nellie Alm of the Edison High School and Educational, Social, Salary, and Membership Committees have been appointed and are busy on their various problems.

The Annual Dinner was held on December 2, when this group entertained the national president, Miss Louise Henderson who stopped in Minneapolis on her way east from California where she had been on a speaking tour. According to all reports received Miss Henderson literally “ate” her way from east to west and back again, as every local group in the cities in which she stopped, were hosts at “brunches”, luncheons, or dinners. It was indeed a pleasure to all such groups that they had the privilege of entertaining Miss Henderson and that she had the opportunity of seeing them in their own environment.

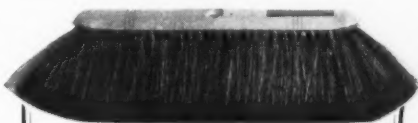
ATLANTIC CITY, NEW JERSEY

Officially our celebration started with the short, spicy business meeting Saturday afternoon. We were pleased to have with us, Louise Henderson, president of our National Association of School Secretaries.

After luncheon, our president, Virginia Halsey, presided, and introducing the speakers with refreshing individ-

uality, immediately created an atmosphere of friendliness and pleasant comradeship. Greetings were extended by several Superintendents.

Louise Henderson also offered greetings and charmingly yet forcefully urged us to continue to progress as much as we had in our one year of existence as a group and to keep our aims clearly in mind. She reminded us that any standard qualifications which might be agreed upon in order to secure certification would not be retroactive but would protect the future of our association and assist in securing material gains which might be desired. While these may be vital to us, she felt they should not be paramount in our thoughts, for it is with human beings—educators, children, parents—that we are dealing and therein lies our opportunity for professional justification. She emphasized the advantage and necessity of cooperation in all our affiliated organizations—the local, state and national. It is by your interest in and



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RALPH L. GORKER
1308 N. WESTERN AVENUE
CHICAGO, ILLINOIS

cooperation with all three that we will succeed and by that alone.

Following the greetings, the first speaker of the afternoon was Mrs. Henry M. Robert, Jr., President General of the National Society of the D. A. R. and a former teacher in the Atlantic City Schools.

Dr. A. L. Threlkeld, superintendent of the Montclair Schools, was the second and last speaker of the afternoon. After complimenting our president on her ability and efficiency both as a secretary and a leader, he too gave his approval to the passage of our Tenure Bill.

Mrs. Halsey then concluded our luncheon meeting with this timely quotation from one of our educational leaders, "May an increased understanding of our problems so inspire us all that we may go from the convention richer because we have made new friends, happier because we have worked and played together, nobler because we have achieved higher ideals of life and living."

BEATRICE LOUISE BROWN.

OHIO

The annual meeting of the School Secretaries' Associations of the Central Ohio District was held Friday, November 4, at Columbus, Ohio, in connection with the Central Ohio Teachers' Association convention.

"Highlights of the New York Convention" was presented by Mrs. Alice Teegarden, of Dayton, our National Treasurer. This article, written by Miss Alma M. Clement, president of the Detroit Association of School Secretaries, appeared in the October issue of the "National Secretary."

An interesting and inspiring talk entitled "The Heart of the School" was given by Miss Louise Henderson, of Philadelphia, Pa., our National President. This was followed by a general discussion during which Miss Henderson answered any questions the members wished to ask.

Mrs. Teegarden discussed the pro-

cedure of forming a local chapter. Miss Henderson told about the Secretaries' organization in Philadelphia and Mrs. King described the activities of the Dayton Association. Many helpful suggestions were given by the members.

ELVIRA M. ROSE

Publicity Chairman, Miami Valley
Chapter of School Secretaries.

CLEVELAND, OHIO

A most interesting luncheon meeting of the Northeastern Ohio School Secretaries was held in Hotel Cleveland on Saturday, October 29, at one o'clock. There were more than 200 in attendance. Mrs. Thelma Clarke, the Ohio State Membership Chairman, gave a very enthusiastic talk on the National Convention which is to take place in Cleveland in February. Addresses were made by Judge Florence E. Allen of the United States Circuit Court of Appeals, Miss Pearl Von Ault, President of the Ohio State Federation of Business and Professional Women's Clubs, Mrs. C. Tracy La Cost, President of the Ohio Congress of Parent Teachers Association, Miss Ethel Freund, Acting President of the Cleveland School Clerks' Federation, Charles H. Lake, Superintendent of the Cleveland Public Schools, Mrs. Norma Wulff, member of the Cleveland Board of Education, Mark C. Schinnerer, Assistant Superintendent and E. E. Butterfield, President of the Northeastern Ohio Teachers Association.

Marie Feuerstein

OKLAHOMA

The Second Annual Meeting of Oklahoma School Secretaries will be held in Tulsa, Oklahoma, February 11. All functions of the one day meeting will be held at the Mayo Hotel. This meeting is in conjunction with the Oklahoma Education Association which meets from February 9 to 11.

School Secretaries' Registration and Reception will be in the Mezzanine Reception room from twelve to one o'clock. The luncheon meeting will be in the

Ivory room at one o'clock. Mrs. Lucille P. Williams, Assistant Principal, Central High School, Tulsa, will give the Welcome Address. The response will be given by Grace Dillard, Guthrie, Oklahoma, Secretary of the Oklahoma School Secretaries Association. Leading educators of Oklahoma and representatives from organizations interested in education will be present. The main address will be by Mrs. Walter Ferguson, Columnist for Tulsa Tribune and Scripps-Howard News Syndicate.

A business meeting will follow the luncheon. The theme of the first part of this program will be, "Service Opportunities." A round-table discussion led by Mrs. Glenna Killian of Oklahoma City, will be the feature. Luncheon plate reservation may be made through Miss Hazel Wright, who is General Chairman of local entertainment and arrangements. Plates are \$1.00. Address, Miss Hazel Wright, Box 2562, Tulsa, Oklahoma. Mrs. Zola Burnett, President of the Oklahoma Secretaries, will preside at the meeting.

EDMOND, OKLAHOMA

A meeting of the Central District of the Oklahoma Association of School Secretaries was held at Edmond, Oklahoma, November 4, 1938. Mrs. Glenna Killian of Oklahoma City, Chairman of the District, presided. Miss Fay G. Webb, Director, Employment and Counseling Service, Y. M. C. A., Oklahoma City, spoke on "Building Business Personality," Miss Grace Dillard, Secretary to the Superintendent of Schools, Guthrie, talked on "Membership in the National Organization—"What it Will Mean to the Secretary," and Miss Mae Davis, President, Oklahoma City Organization, spoke on "Professional Activities of our Organization." A Round Table Discussion followed the luncheon meeting.

A KEYNOTE FROM THE KEYSTONE STATE

Pittsburgh thanks you, National Secretary.

Do we hear you asking, "For what?" Then we shall tell you: For the splen-

did inspiration of your organization and your publication; for the incentive you have engendered; for the goal you have set; for the contagious enthusiasm you have maintained.

And now—may we be on the "giving" end? May we, from what you have given us, give back to you some of our inspiration, our incentive, our goal and our enthusiasm?

About two years ago the Secretaries of the Pittsburgh Public Schools became members of the School Secretaries Association of the School District of Pittsburgh. Today we have one hundred and fifty-four members in that organization, out of which thirty-eight are members of the National Association of School Secretaries.

At the beginning of our second year of organization under the leadership of Mrs. Adeline B. McClaren, we begin renewed effort toward the goal we share with all members of the National Organization.

Briefly, let us outline for you our program for the year:

Not forgetting, nor eliminating periodical business meetings, so essential to the smooth functioning of any organization, we have scheduled a conducted visit to the International Art Exhibit, to be held in Pittsburgh during November. In December, we are planning a reception for the Superintendent of our Schools and the School Administrators. In January our organization will hold a bowling party. In February, our annual bridge party, and, as if we needed to tell you—a great number of us plan to attend the Eastern States Convention of School Secretaries in Cleveland. No less important, to us at least, are the lectures we are to attend en masse, other social functions designed to knit us into a more closely woven group, and the grand finale of a picnic in June of 1939.

We feel, we are justified in expecting that, out of all of these, let us say, "extra-curricular" activities, shall grow a greater capability for service, and a more devout desire to serve. We are convinced that there is a need for us—

a greater need than we have ever filled, and that we shall rise to the demands made upon us.

That is why we thank you—and your organization—for our organization—and proffer our wish that The National Secretary may grow and flourish and consider Pittsburgh one of her more progressive units.

EDITH LOOKMAN,
Publicity Chairman.

SAN ANTONIO, TEXAS

The Alamo District School Secretaries Association has had a very eventful fall. We started the year with a meeting once a month and we have had very interesting speakers.

The Alamo District School Secretaries Association enjoys lunching in the Grill Room at the Gunter, one of San Antonio's leading Hotels each Saturday noon.

On December 20th, a meeting of the officers of the Alamo District of the Texas State Teachers Association was held at the Milam Cafeteria and a representative of the secretaries, was asked to attend. It was a very interesting meeting and many legislative questions were discussed. The Alamo District of the T. S. T. A. is to have a meeting in San Antonio March 24-25 and at that time the secretaries will have a luncheon and be provided with a speaker from the Progressive Education Association.

The A. D. S. S. A. cooperated with the San Antonio Exchange Club in sponsoring lectures by Mr. Cameron Beck, last November at the San Pedro Playhouse and two school assemblies. We are looking forward to another visit from Mr. and Mrs. Beck in March.

CORPUS CHRISTI, TEXAS

The Southern Division of the Texas School Secretaries Association will hold an organization meeting at the Nueces Hotel in Corpus Christi, Texas, Friday, February 10, with Mrs. Linnie Brooks Turner, Secretary to Superintendent of

Schools, Robstown, Texas, as Chairman of the meeting. Mrs. Mina Burnett, president of the State organization, Peggy Patterson, State Membership Chairman, both of San Antonio, and Dorothy Hopkins, Secretary to Superintendent of Schools, McAllen, Texas, will be on the program. Mrs. Burnett has been invited to speak on the Teachers program at their Friday night session on "The School Secretary's Place in the Educational Set-up."

LONGVIEW, TEXAS

On December 10, a group of secretaries in this district met in Longview to organize a District Association of School Secretaries. Our regular monthly meeting will be the third Saturday of each month at three o'clock. The following officers were elected as follows:

President, Juanita Chamberlain, Longview; Vice-Pres., Hazel Ponder, Gladewater; Secretary, Clara Yockey, White Oak; Treasurer, Julia Bassett, County Supt.'s Secretary, Longview; Executive Committee: Rose Goldberg, Marshall; Mrs. Lois F. Whiteman, Tyler; Mrs. Marjery Lowrance, Kilgore.

Juanita Chamberlain

MILWAUKEE, WISCONSIN

Sixty-five members attended the first meeting of the year on September 22, of the Milwaukee School Secretaries Association. This was most gratifying to the officers of the association and all are looking forward to a varied and interesting program during the year. A Newsletter is being published under the direction of Sylvia M. Brooks and this is full of news of local, state, and national affairs.

A "Brunch" was given on December 3, in honor of the national president, Miss Louise Henderson, who stopped over in Milwaukee a day on her way from the west coast. This was a combination meeting of the Milwaukee secretaries and the members of the state association.

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